

105

The REPORTER

OF Direct Mail Advertising

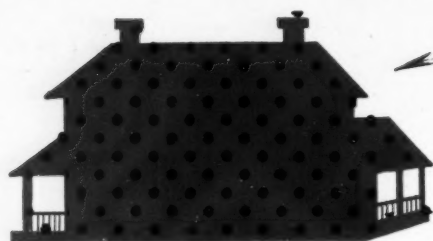
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UNIVERSITY OF ILLINOIS

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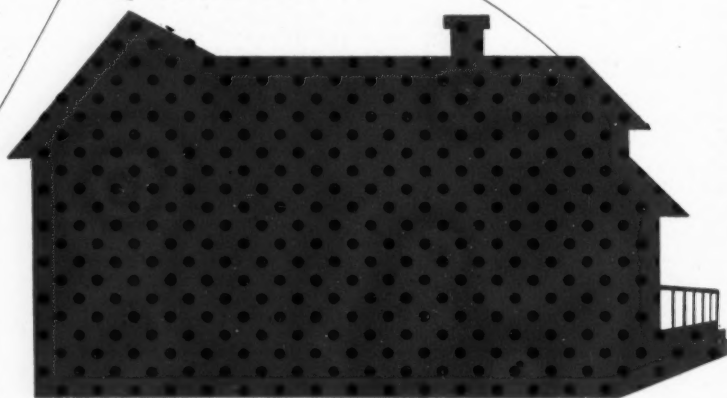
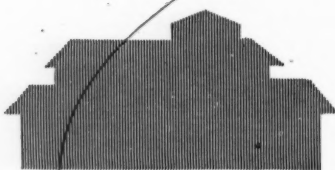


The Reporter awards a Gold Palm for the best individual
Direct Mail promotion stunt of 1945. See page 3.

A Report on December, 1945
Direct Mail Activities



modern packages



The greatest building boom in American history is under way. More than 15 billions a year will be spent for some years to come. More than 1,000,000 homes will be built annually over a period of 10 years. U. S. industry will spend 10 billions on new construction. Additional billions will be spent on public improvements.

A building boom creates an advertising boom which, in turn, creates a paper and a printing boom . . . *for every new home is essentially a package for all the products that make it home-like.*

"Paper Makers to America" will play a dual role in the building boom, for this corporation will do some building

of its own even while it continues to work unremittingly to provide more and more of its famous Mead Papers—its Mead, Dill & Collins, and Wheelwright lines—for the printed promotion of the thousand and one things that make a house a home.

★★★ *Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text; and De & Se Tints.*



THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"

BONDS OF THE U. S. A.—Still the Best Buy in Paper Today!

THE MEAD SALES COMPANY, 230 PARK AVENUE, NEW YORK 17 • SALES OFFICES: MEAD, DILL & COLLINS, AND WHEELWRIGHT PAPERS • PHILADELPHIA • BOSTON • CHICAGO • DAYTON

The Gold Palm For 1945

Several months ago we mentioned the spectacular promotion used by Electronic Corporation of America to introduce its new peacetime products. It was a timely adaptation of the Convention-by-Mail idea. Instead, this was a Press Party by mail.

Illustrated on our cover is the 2" x 18½" x 17½" box mailed to editors of all magazines and papers having an editorial or advertising interest in the products. As you will see, the editors were supplied with a set of photographs, press releases, and refreshments. The explanatory, transmittal message was reproduced on a yellow strip of paper, set and processed to represent a flash from a news ticker. The copy is clever and is worthy of reprinting here:

ECA 111

NEW YORK—(ECA)—We figure it's just about time to call a halt.

Since there are 150 manufacturers of radios and since each manufacturer has been sadly frustrated during the war and now wants to show his new models—

It is conceivable that the press might be getting just a little tired of standing around on its feet looking at radios and making admiring exclamations—

So we figured we would send our press party to you.

You don't have to shake hands with anybody.

You won't have to say it's really a remarkable instrument. (Which it is.)

All you have to do is put your feet up on the desk. Leisurely inspect our

lovely photos and have a drink from us. Mentally we'll be with you.

If there should be any information you will need or if you'd like to **hear** one of our radios please believe we will neither be too bored nor too busy to show it to you.

Just call Electronic Corporation of America, Watkins 9-1870, 45 West 18th Street, New York 11, N. Y.

Add:

Just in case you thought this was really too good to be true we have enclosed a release along with the pictures of our new ECA models.

This reporter checked with the Electronic Corporation and its public relations counsel, Robbins and Barber, to determine the reactions. The idea seemed to click better than any individual Direct Mail promotion stunt during the year.

Letters of favorable comment were received from practically every leading national home decorations magazine, radio trade publications, women's magazines and newspapers. Among them were McCall's Magazine, The American Home, Woman's Home Companion, Better Homes and Gardens, House Beautiful, New York Age, Radio & Television Weekly, etc., etc.

Here are quotations from some of the typical comments:

"Congratulations to you and your public relations counsel on the most unique press presentation that I have run across in some twenty-five years in trade paper activities."

"What a wonderful surprise box and what a good idea—and an original one!"

"Your cocktail party is the best promotion idea I have seen for ages."

"Please let me offer you my sincere congratulations on one of the best promotion stunts that I have ever seen in my life."

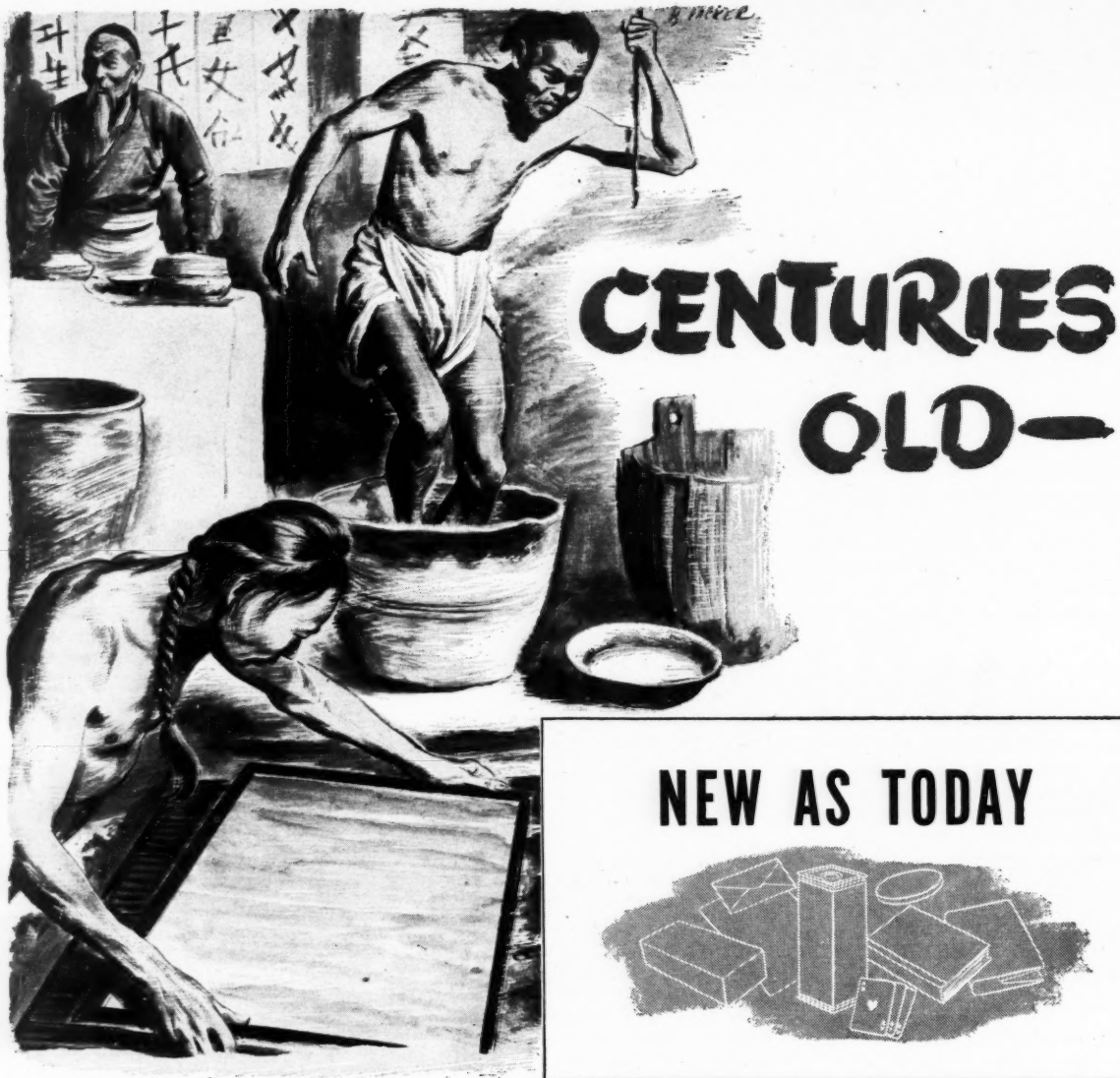
In addition, the company received telephone calls from radio commentators and radio dealers expressing the same kind of reaction. Calls came in from all parts of the country, including spots as far away as Texas.

Dealers' interest was aroused and goodwill was established between ECA and a good section of the public, because many papers and magazines featured the story not only of the stunt itself, but of the products being introduced.

Reporter's Note: It only goes to prove again that "good showmanship" pays. Proves again that Direct Mail has few limitations in the application of showmanship. No other form of advertising could have done this job. So . . . we say "hats off" and a Gold Palm to the originators of the best Direct Mail promotion stunt of 1945.

NEXT MONTH

Watch for an important article by James Grady, the correspondence supervision expert. He is giving us a step by step description of how to make correspondence supervision *work* in your work. We think it's the "best yet" on the subject.



The Chinese invented paper 1800 years ago. After seventeen centuries it took American enterprise to make paper one of the most useful commodities known to man. It served 700,000 uses in winning the greatest war in history, and with the return of normal peacetime conditions, it will appear in new and amazing roles of service in a national future which has no limits. As one of America's great paper producers, Champion will supply more and better paper for printing, packaging and special uses.

THE *Champion Paper* AND FIBRE COMPANY... HAMILTON, OHIO



Manufacturers of advertisers' and publishers' coated and uncoated papers, bristols, bonds, envelope papers, tablet writing and papeteries . . . 2,000,000 pounds a day
MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

District Sales Offices

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

PROOF OF THE PUDDING

(A Survey of the Direct Mail Leaders)

That wartime Direct Mail retained its power to bring in new business, to hold the old, was spotlighted in the 1945 crop of Direct Mail Leaders — now on display throughout the country.

One campaign, produced by the Automobile Club of New York, earned its place among the 55 other Leaders with an inexpensive letter appeal. This effort enrolled more AAA'ers in a single 1945 month — and at lower cost—than had their 150 salesmen in a like period during pre-Pearl Harbor days.

And it was the Club's first crack at Direct Mail . . . their first four months as a user.

Direct Mail had not been tested previously because their salesmen objected to using it. Then in 1944, when the general feeling that driving cars was unpatriotic, resulting in a drop in membership, the sales force was disbanded, and Direct Mail was substituted.

After several encouraging tests, the campaign was turned on in full, to convince former members and non-members that it was worth while to belong.

Former Members . . . were first appealed to by letter, which called the motorist's attention to the chances of being stranded with his wartime-aging car increasing . . . that AAA offered 24-hour, free towing service, insurance, and a helping hand when in "dutch" with the law. With the letter went a permit, return envelope.

The follow-up, a 19½"x17" Auto-Gram, in cable-like type, flashed home the figures of AAA's millions of "rescues" during 1944; that the situation would get worse in 1945. Also included—a permit return envelope for the prospective's membership check.

To those who didn't respond, went another letter, a friendly letter, again stating membership advantages and asking:

Won't you say "we're still friends" by using the renewal form on the postage-free envelope enclosed . . . why you're staying away?

Plus memberships, hundreds of explanations were received that cars had been disposed of, and that the ex-owners were no longer eligible.

Non-member car owners . . . received three letters, the second being a two page letter-folder; in each mailing, a permit return envelope. All three letters pointed-up nine good reasons why it pays to belong.

As with the mailing to former members, the first letter carried a three inch, right-hand flap, folded on the letter to show a smattering of timely, newspaper headlines of the motorist's plight with car maintenance and breakdowns.

Number two letter for non-members, the four page folder, displayed on center spread, the Club's membership card, and paragraphed the nine good reasons. The third letter was used with folded flap (on top) which showed card and described the "magic" it could perform for the member.

* * *

The George School's (Bucks County, Pa.) seven-part campaign to alumni, parents and friends was designed to raise a \$500,000 new-buildings fund. It was well planned; produced to appeal to young and old alike.

The first mailing consisted of 3 warm, friendly letters, each talking to one of the 3 age groups. The 6,500 alumni, parents and friends were told of newly purchased land and of the plans for school expansion.

Alumni were brought back to school days with a word-memory of the campus . . . to their thoughts in those days of the inadequacies of the auditorium, gymnasium,

manual training shop and faculty housing.

Recent alumni and friends received a shorter, livelier, franker letter, that talked about the campus. It brought in faculty names and refreshed their memory concerning their need for new buildings.

Parents were appealed to on the basis of preservation of a fine institution . . . the school that their children had attended.

Enclosed in each letter, plus a subscription card and reply envelope, was a 24"x17" pen-drawing of the campus and of the newly acquired land for proposed buildings. A footnote offered the sketch on heavier paper, suitable for framing.

Three months later, the second mailing, a single letter to the three groups, retold the George School's story and gave financial report of returns to date.

In early Spring 1945, three months later, the third mailing was ready. Thoughts in the previous letters were reshuffled into booklet form—The Future of the George School. As usual, the subscription card and return envelope were included.

Fourth, fifth, sixth and seventh mailings delivered the following September to the entire list, a series of cartoons, 12½"x9½" in size, which humorously exaggerated the overcrowded, inadequate faculty quarters, auditorium, gymnasium and work shop. Sub card and reply envelope accompanied each cartoon.

* * *

The cash register also sang for Associated American Artists, Inc., 711 Fifth Ave., New York 22, during 1945, when they offered full-color paintings reproduced in the Gelatone process. The association Direct Mailed over 21,000 of them as a result of orders received from a list of approximately 275,000 art lovers.

One of the pieces, a broadside received by 100,000 on their list, de-

scribed and pictured in color the Covarrubias America, created by the Mexican artist Miguel Covarrubias. The reproduction, a map of the United States decorated with miniature figures that caricatured our land, sold for \$19.50 framed.

AAA, Inc., enjoyed a 7.8% return on the mailing.

Reporter's Note: That percentage is excellent for such a product at that price.

Two folders showing other paintings were sent to an additional 175,000 prospects with similar results. The nine 21" x 17 1/4" Gelatones, scenes in these United States by contemporary American artists, were offered unframed for \$7.50 ... \$12.50 framed.

Both folders told about Gelatones, and pictured the artists. The cen-

ter spreads, illustrated in full color, displayed the paintings ... beside each, a thumb-nail sketch of its creator.

These three campaigns adequately illustrate that even during a war Direct Mail brought in the bucks. These are just a few of the 1945 Leaders which proved this successfully. There are more, although the campaigns for the most part were institutional with emphasis on the postwar.

It's a sure indication that Direct Mail will have its deserved opportunity ... that 1946 will produce bigger and better Leaders.

MORE DIRECT MAIL DOLLARS ... will be spent by the nation's pharma-

ceutical manufacturers during 1946 ... so says Medical Marketing Magazine. As a result of a recent survey, it was found that the industry plans a 20% increase over last year.

"Only 7% of the concerns interviewed planned to spend less. The majority (57%) said they would spend more in 1946—while more than a third (36%) said their Direct Mail appropriations would be the same next year as last. The industry average was about 20% more for Direct Mail in 1946, according to our survey."

The increase does not necessarily mean more pieces, say the editors. For the most part the 20% will go into production for better artwork ... better quality of material in general.

Our Lines Are Fallen Unto Us In Pleasant Places ...



That's the introductory line on the very beautiful book entitled "Lebanon County Through the Centuries" published as an appreciation by the Lebanon Steel Foundry, Lebanon, Pennsylvania. It rates a whole bouquet of orchids.

Thirty-six pages and cover, printed horizontal style, 10 1/4" x 8 1/4". Colors used are different and very attractive—brown, rose-brown, an off shade of deep blue and olive drab. Opening copy is a letter from

W. H. Worrlow, President of the Lebanon Steel Foundry and tells of the development of the steel industry. This is followed by fifteen anecdotes of historical importance in Lebanon County.

Copy appears on left hand pages. Each right hand page contains beautiful pen and ink drawings by Florence Starr Taylor with a solid border of color. These drawings are worthy of framing.

An outstanding public relations job. Our sincere congratulations to Arthur D. Graeff for his work in compiling the book, and to Edward Stern & Company, printers in Philadelphia, for producing it. This is the sort of book that will be kept and enjoyed. We do not think anyone seeing this book could possibly toss it aside. It will be read carefully. And it certainly could be used as a model for producing an outstanding and beautiful book.

REPORTER'S NEW YEAR NOTE

Thanks to all of you who stuck with us during the war years. Welcome to all the many new readers who have joined us during the past few months. We'll admit that many times during the past four years we've had to scrape the bottom of the bucket to uncover interesting material for you. Even now, while business is "reconverting," it is difficult to get "good" case histories or helpful suggestions. However, we've refused to stuff the magazine with "fillers." We've kept away from tedious, boring speeches or articles. We've kept the material short and breezy—and we intend to keep on going that way. The Direct Mail flood is starting. It will increase as the months of 1946 roll on. We'll try to give you the best ideas that come across our desk. And may 1946 be a happy year for all of you.

H.H.

Getting the Right Start In Direct Advertising*

A course of study for "beginners" who want to start learning about a most intricate, but effective, form of Advertising

conducted by
HARRIE A. BELL

SUGGESTIONS ON MAKING THE LAYOUT

Your copy, whether written on the typewriter or in longhand, does not indicate the form it will take when put into type. You must, therefore, make a sort of map showing your idea of its appearance in its printed form. This presentation of "what the job will look like" is called a layout.

It has already been pointed out that the safest procedure is to cut a piece of paper to exact size of the finished job, and to make your design for the layout on that exact size sheet. This is important for several reasons. Working to the proper proportions assists you to gauge the effect of the design on the reader. It prevents your attempting to put too much copy in too small a space, for your eye soon learns to sense the general area needed for any copy you have before you.

If there are illustrations, you can observe the space they will require, and judge of their effectiveness in the actual size. If plates are already on hand, you can paste the proofs into exact position, and see definitely what you are about. You will also learn to make allowance for the margins and other "white space."

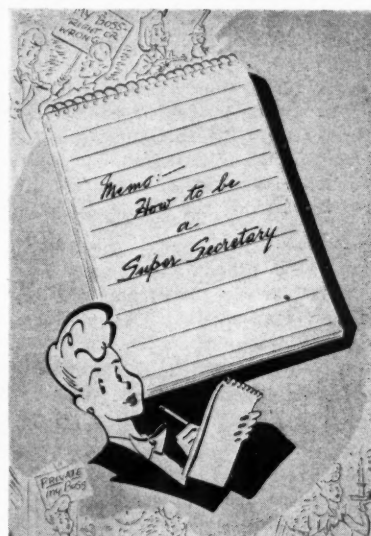
Working thus to exact size, you can get the effect of your headlines, your margins, your white space, and the general balance of the various units with each other.

In periodical and newspaper advertising the layout is essentially a single rectangular area. A few direct advertising pieces are also of such single areas. But usually, in direct advertising, the layout problem is more involved. In simple 4 page folders, for example, you have a cover page to lay out, and two inside pages to arrange and harmonize with the cover design, with perhaps some arrangement for page 4. But 6-page folders offer a further layout problem—the appearance when the first fold, and then when the second fold, is opened. A folder with a short fold-over, with more pages, or with any other variations, must be studied for its particular layout problem and for the impression that will be made on the reader as he progressively opens it up.

It can hardly be said too emphatically, therefore, that in making your layout for any direct advertising piece, you should make up an actual sheet of paper cut to *exact size*, and *folded to the exact size and shape* of the folder as it will be when completed.

* This course is copyrighted and must not be reproduced in part or whole without permission.

IS YOUR SECRETARY SUPER?



She can find out by scoring herself with the very good and practical check list included in the little booklet issued by the Remington Typewriter Division of Remington Rand, Inc., 315 Fourth Avenue, New York 10, N. Y. It's a 20 page, 5½"x 8" booklet entitled, "Memo:—How to be a Super Secretary."

It is one of the brightest and cleverest books we have seen in a long, long time. Copy slanted along humorous lines, but tells story very effectively. Gives various points on which a secretary can check herself, and each point is highlighted with a very clever pen and ink sketch. Typewriter type used throughout, with deep pink as a second color. All the points are well taken. We give a special cheer for the one on arrogant secretaries titled "You are truly humble" and the one on telephone manners, titled "You look beautiful over the telephone."

Have your secretary write for a copy. Remington will be glad to send it to her. Even if she is a "super secretary" she will enjoy reading the booklet . . . and who knows, when she is finished scoring herself, she may discover that she has a few faults, and will become a super-super secretary.

FINAL REPORT

On December 27, 1945, the Graphic Arts Victory Committee held its last meeting . . . at the Hotel Roosevelt in New York. At the convivial "wake" there were a hundred or more representatives of the Trade Press, Graphic Arts Industry leaders, Association Secretaries and most of the former war project Program Directors from the Office of War Information.

Released at that time were the first just-off-the-press copies of the 24-page and cover 8½" x 11" "Final Report" produced under no war-time restrictions. (Dry embossed cover—two colors throughout.)

The Report gives a summarized story of what printing, lithography and Direct Mail did to help promote wartime publicity projects. It gives examples and tells how the necessary money was raised and spent. The Report is modest in tone. It doesn't brag. It doesn't claim that printing or Direct Mail "won the war." Its character is reflected in this paragraph from the Foreword:

"During the war years all forms of advertising demonstrated their true worth and necessity in a wartime economy. Newspaper, magazine, radio and outdoor advertising more often than not held the spotlight, but never before has direct advertising proven its paramount value not only as an adjunct to other media but also as one that can do a completely successful job of its own."

Copies will be distributed to all members of the G.A.V.C., the Direct Mail Advertising Association, and the Mail Advertising Service Association. If you want a copy for your files . . . write to Graphic Arts Victory Committee, 17 East 42nd Street, New York 17, N. Y.

Even though the work of the War-time Emergency Committee is ended and all the files and records sent to "archives," the office will continue to mail the "Final Report" until the supply has been exhausted.

TRY THE NEWSSTAND

Customer: I want to buy a plow.

Clerk: Sorry, we have no plows.

Customer: This is a heck of a drug store!

From It's Said and Done, h.m.
Dictaphone Corporation,
New York 17, N. Y.

The use of the exact *quality* of paper on which the job will be printed is not necessary; often, it is not advisable, because papers proper for the final printed job are usually not suitable for the pencil, pen and ink, or water-colors used in completing the layout design.

Students of space advertising are especially warned that the tissues used in periodical and newspaper layout work are not practical when working for direct advertising, since a non-transparent paper is necessary when both sides of the sheet are being used.

The blank sheet of paper which is made up and folded to actual size is called a *dummy*. When you have put your design on it, it is called a *layout*.

The kind of sketchy layout which you will make to crystallize your idea in your own mind is referred to as a "rough" layout.

When you make a more careful presentation, with exact sizes and shapes of illustrations shown, headlines and other display matter clearly indicated, and with areas for type matter drawn in to exact size with ruled lines simulating lines of type, you call it a "comprehensive" layout.

A "finished" layout looks—to a reasonable degree—like the completed job. The display type lines are carefully lettered in. The illustrations are drawn very nearly as they will finally appear; (sometimes actual photographs, correct size proofs of engravings, or photostats of the illustrations are made to exact size and pasted on the layout). Every size and dimension is accurate. And, of course, the color scheme to be used is approximated in paper stock, type matter and general effect of the layout. The smaller type material (what we call the text matter) is usually indicated by many horizontal lines across the areas where the text will occur.

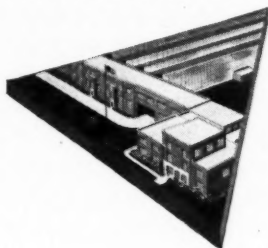
For average use, to present to your employer or to your customer (use the word client if you prefer) for his OK to go ahead, you will probably make a layout halfway between a comprehensive and a finished. Experience will soon show you that a finished layout is expensive to make, and you will temper your enthusiasm for finished layouts, except where nothing less will be acceptable.

Circumstances—and the visualizing capacity of those to whom you must submit your material—will guide you in deciding how far to go. But there are several other people, in addition to those who OK the matter, whom you must consider in making this decision on how accurate a layout to provide.

Your printer should have from you a clear picture—in your layout—of what you expect him to do. Also, the artist and the photographer should be able to understand—from your layout—what you desire from them. And don't forget that you, yourself, will skip many a headache if you make an accurate and intelligent picture—in your layout—of your conception of the finished piece.

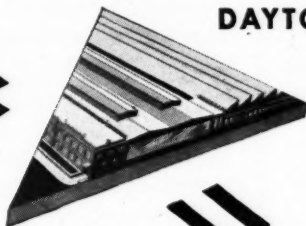
Making a layout for a booklet differs only slightly from what has been said about folders. You begin by making a dummy (your printer will gladly do this for you) to *exact size* and number of

CLEVELAND PLANT



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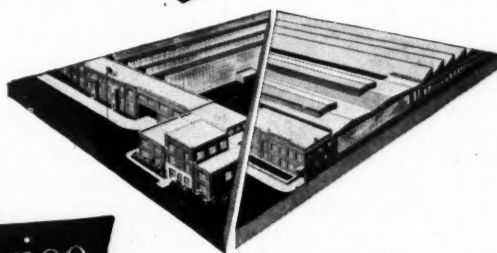
DAYTON PLANT



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THE **PLUS** OF

Harris + Seybold Service



**HARRIS-SEYBOLD
SERVICE**

Solutions to problems in the graphic arts are, directly or indirectly, all aimed at the same spot—satisfying the customer with the finished piece, *printed and trimmed*.

When it comes to printing by offset, gravure or letterpress, Harris presses have, for half a century, offered many of the best answers. And for 60 years similar leadership has been earned by Seybold machines, for precision cutting and trimming.

The new integrated service now offered by Harris-Seybold, both on printing and cutting problems, through new direct factory offices, therefore, represents a PLUS service which neither Harris nor Seybold ever could have offered alone. The Harris-Seybold-Potter Company, General Sales Offices, Cleveland 5, Ohio.

HARRIS ★ SEYBOLD

HARRIS PRESSES • SEYBOLD CUTTERS • OTHER GRAPHIC ARTS PRODUCTS

ANOTHER COIN LETTER

We haven't seen many "coin letters" during the war. Now they seem to be coming back. Several specimens during last few months. Best one seems to be one from Mrs. Lucille A. Swital, Realty Consultant, 668 Salem Street, Glendale 3, California. Gummed to top left of letterhead . . . a shiny new dime. The letter:

Dear Mr. Hoke:

BRIGHT IDEAS — LIKE SHINY DIMES — ARE ALWAYS WELCOME. Brightly decorated homes and shiny new business places seem to sparkle "welcome" to both old guests and new patrons.

There is nothing to equal the feeling of "getting somewhere" that a change for the better seems to give those who have lived in the old home too long or outgrown their place of business. I have made it a specialty of finding just the right kind of property for my clients. My recommendations have taken some of my clients on to newer heights and greater success, my constructive suggestions for the home and office have done much to make living better worth living, and comfortable homes more comfortable.

Maybe you've outgrown your place of business or intend going into business some time during the post-war period or perhaps you may consider just a change of address—I can be of value in finding you the exact location you may desire. No matter what the change may be, use the dime to phone me at Citrus 1-9571—for expert advice in all real estate problems and unusual property wants.

Should you contemplate no change for the present I would appreciate it very much if you would file my phone number for future reference, and the dime—well the dime is still yours to use—I suggest a cooling glass of orange juice.

Meanwhile, an increasing amount of success to you with each succeeding day.

●
□ AD MEN ARE CONSTANTLY ASKED questions like: "Which is best—publication space or Direct Mail?" This is on a par with asking whether steak is as good as plum pudding. (Each has its place on the menu.) In the current national ad campaign prepared by B & B for Herb Thomas of The Columbus Star, that nickel weekly joy-ride, you have the case of a newspaper using not only paid space, but 32 separate and distinct Direct Mail pieces!

From B-B Shots, h.m. of Byer & Bowman Advertising Agency, Columbus 15, Ohio.

pages desired. (Where the number of pages is not decided, put more pages in your dummy, and tear out unnecessary pages later.) It is well to have several dummies made, using one for a rough study of the plan, and retaining a clean dummy to work up into the layout you are going to present. It is also advised to make your booklet dummies of a paper stock suitable for pencil, pen and ink, and water-colors—regardless of the actual paper to be used when the job is printed.

In discussing a folder layout we pointed out that the designer must know how to make a proper effect on the reader as each succeeding fold is opened up. In making a booklet layout he must watch the effect as each page is turned. The effect as each "spread" of two pages face each other, and their general relation to the whole, is to be considered.

In crystallizing the design for a layout I have found great value in roughing out ideas in miniature, as a beginning. If a proposed folder is to be four pages, page-size $8\frac{1}{2} \times 11$ inches, I find it helpful first to draw small blocks roughly of that proportion, say $2\frac{1}{2} \times 3$ inches. One such block represents the cover; two such blocks side by side represent the two center pages; another single block, page four. Sizing up the principal headings or catch lines in the copy before me, and studying the illustrations (if any) which it is intended to include, I fool around with any vagrant ideas that occur to me.

Quite a little scribbling may come forth, and many a series of miniature blocks representing the larger pages may have been crossed out and redrawn, before a worthwhile idea develops. When a likely effect does emerge, however, I continue to rough out all four pages in miniature, to gauge the whole effect.

With layouts for booklets, a similar process is gone through, care being given to check the appearance of each set of two pages which will face each other in the finished work.

From these small rough sketches the ideas for the layout, whether folder or booklet, are transferred to the exact size layout. The proportion, the balance, and the true sizes of each unit are now before me, and I can study the effect more carefully.

I recommend this use of preliminary miniature layouts as a great time saver as well as a means of doing a better job.

We use the terms *layout* and *copy* as if they were separate and distinct. The fact is that your layout is merely an extension of your copy. A layout is needed only because there is a message to be told, and it is the function of your layout to "deliver" that message as clearly and as emphatically as you can. You will have to watch that your layout (i.e., the design in which you present your copy) does not run away with itself. Any device you can use for attracting and holding the reader's attention is desirable, so long as it does not wean the reader's attention away from the message in the copy.

As you get experience in the job, you'll find ways to make your layouts not only carry the message, but actually strengthen the thought in the copy. That, of course, is the ideal condition.

Up to this point I have assumed that you have written all the

copy for which you will make layouts. The time comes, however, when you are asked to make layouts for copy which someone else has written. Your employer or your client may have prepared the copy, and you are requested to make a suitable layout for the piece. In such cases, this warning is advisable:

Never try to make a layout for any advertising piece until you have carefully read, and fully understand, the copy.

This brings up another point which is worth your careful study. People who write copy—particularly those who are not trained to copywriting—will often bury their most potent catch-line phrases right in the middle of a sentence or paragraph. Time without number I have had to work up layouts for copy furnished to me, and found the first reading of the copy a disheartening experience. But on closer study, in many instances, it has developed that, unemphasized within the text matter, is a word or a phrase which ought to be pulled out and set in full display.

There is another quality which every good layout should possess although it is often neglected. To understand its value, we must first contemplate what happens when a piece of direct advertising comes into the hands of a reader; or, better phrased, when all the pieces you send out come into the hands of all the recipients.

It must be frankly admitted that you can scarcely expect the full 100% of recipients to read your piece. That perfect record is too much to hope for. Your endeavor, however, is to "get over" the message to as many readers as possible.

Regardless of your skill, *some* recipients will pay no heed whatever to your booklet, folder, card—or whatever you have sent out.

Another group will no doubt read your message carefully from beginning to end.

In between these two are certain recipients who are by nature "scanners". They will neither entirely disregard, nor fully read, every piece of advertising which comes their way. It is the habit of such people to give the "once over", perhaps hurriedly, to whatever advertising comes to them. To catch the interest of this type of reader you should make certain, in planning your layout, that even a quick glance at the catch-lines and the illustrations will carry a perfect picture of what you are selling and what you want the reader to do, as a result of reading your message. If you check your layout for this point you will not only increase the number of people on your list who will get a clear message, but in some cases you will induce the "scanners" to read your complete message; for the "scanner" is merely saving his time, and he will read fully any message which seems of true interest to him.

In checking over your layout for this purpose you will also observe whether your key display lines fall into a logical and convincing order. And you will also check, at this point, to see that you have made definitely clear to the reader what his next step is—"see it in our store"—"send for further information"—"ask the man who owns one"—"buy it today"—"reach for your telephone," or whatever you intend.

THE REPORTER

NICE FUMBLE

The Junior Heritage Club fell down on their kick-off campaign by Direct Mail to sell children's books. Before *this reporter* had a chance to look through a 5½" x 8½" booklet showing the books offered, he briefed the covering letter. One of the last paragraphs read:

"If you will reflect that you are called upon to pay more than this for most of the unimportant and unlovely children's books now available."

Slamming competitors' products not only is darn poor salesmanship but it's unethical. Mud slinging should be kept out of Direct Mail.

Most readers wouldn't have gone further. But we did. We looked through the booklet. The pages, each with a vignettted pink or yellow tint, appeared stained. They detracted from pictures and copy.

The reply envelope, however, was an eye-catcher. The JH Club reversed the conventional design and printed solid plate in brilliant red. The color was nice but it didn't match the pastel purple, blue and yellow cover design of the booklet.

Somebody ought to sell them a book . . . on Direct Mail.

MOST INTERESTING CALENDAR MAILING OF THE YEAR

Hats off to Irving Davis of The Irving Davis Company, 655 Fifth Avenue, New York 22, N. Y., for his unique Christmas mailing. A reproduction of the 1901 calendar which was identically the same as for 1946. It can also be used for 1957, 1963, 1974, 1985 or 1991 (if you think you'll be around by then).

Says Irving in his explanatory letter:

"If any of the readers of 'Reporter of Direct Mail Advertising' want to use the idea next year, you may want to tell them that the calendar for 1947 was used in 1755, 1800 and for 19 other years since the 'New Style' calendar was adopted in 1752. It was last used in 1941."

**MORE ABOUT THE DIRECT MAIL-
TRADE PAPER SURVEY
SQUABBLE**

Dear Henry:

I just received *The Reporter* and read with interest your article on the study by Frank Branch covering the effectiveness of medical advertising. This, of course, is of vital interest to me because I am the advertising manager for a nationally known pharmaceutical manufacturer. When the survey first appeared, I immediately sat down to analyze it. I am sure that you will be interested in some of the facts that I uncovered.

The most glaring inaccuracy about this report lies in the fact that, as Leonard Raymond put it, it does not evaluate the relative effectiveness of the two types of advertising in terms of sales. This is nearly impossible to determine, but in my many years of experience in the medical field, I have found that Direct Mail outpulls journal advertising in terms of actual sales from 3-1 to 25-1. These figures are based on the returns from mailings as compared to journal advertising in which a coupon was inserted, both types of advertising being on the same product. Another important factor which is overlooked in evaluating the attention value of both types of advertising is that the majority of journal advertising is produced by competent career men in advertising . . . men whose work in copy and layout is outstanding. Medical Direct Mail is all too frequently prepared by pharmacists turned advertising men—and the results, in copy and layout, show it.

I receive approximately 75% of all the Direct Mail that is sent out by pharmaceutical firms east of the Mississippi. I also read the journal advertisements—every one of them. The Direct Mail, in my opinion, to use an extremely vulgar word, "stinks." With rare exceptions they do not follow the long established rules for effectiveness in Direct Mail. In fact, a great many of them do not even follow the rules of common sense, as witness one I received just yesterday. It was a letter with several pieces of advertising on entirely separate products. The wording of the letter itself was excellent, but

(Continued on Page 13)

(Parenthetically, though it has nothing whatever to do with making layouts, my feeling is that anyone who professes to assist users to get results from direct advertising must go the whole long way toward completing the sale. It is not presumptuous of you, if the copy says "see it in our store," to inquire of your customer how easily a caller at the store can be shown the goods. Is there a window display to tie-up, and to urge the prospect in? Do the salespeople know all about this advertising, and how to give more information to the prospect when he calls? Are all the models, colors, sizes, weights and other variations of the product—as mentioned in the direct advertising piece—in stock and readily available to show when the prospect calls? Are there proper counter displays or demonstration displays? Don't think these are unimportant. Many a successful direct advertising piece has brought the buyers in town—only to fail in completing sales *because of inadequate preparation at the point of sale.*)

Furthermore you will determine — if your copy suggests a written reply by mail—that means are provided to make it easy for the reader to reply. Have you included a coupon, or a reply card, or a return envelope?

Remember that your layout is not a "work of art." Like the advertising message it carries, its only excuse for existing is that it will help to further that one step in the sale which has been determined as the purpose for issuing this piece of direct advertising.

Your layout, therefore, is functional; it has a purpose; and that purpose is to help sell goods. Since it is a vehicle to carry some carefully prepared copy aimed at a specific objective, your layout must not obtrude nor "steal the show" from that copy. It may, however, sometimes be permitted to steal the show, if in doing so it aids and abets the purposes of the copy.

This point may be made clear if we consider some of the so-called "stunt" mailings which are used in direct advertising. A stunt piece is usually some trick fold, cut-out, pop-up, or other unusual form, which aims to compel your attention by its unique appearance or behavior.

Beginners in creating layouts are usually entranced by the novelty of some stunt idea to attract attention. Old practitioners also fall for stunts—sometimes unwisely. The simple test of their value in any piece of direct advertising you may be preparing is to ask yourself, "Does this stunt deflect attention from my Basic Idea for this piece, or does it concentrate attention toward my Basic Idea?" (If you are hazy about that Basic Idea, reread that chapter now.) If it deflects attention, don't use it. If it concentrates attention on what you have in hand, it is safe to proceed. If it is merely neutral, you must let your conscience be your guide.

A stunt idea which makes the layout a "honey", but doesn't help to force the reader's interest where your copy intends it shall go, is a dangerous plaything. And many times stunts are too costly to warrant their use. You will soon learn to note the danger signals. There are many factors, in the making of good layouts, that

the typewritten letter was reproduced in type that was so small that it was almost impossible to read. Any normal sighted physician would have an extremely difficult time in reading it, let alone those afflicted by presbyopia.

Of course this denunciation of medical Direct Mail must be tempered with an appreciation of some of the mailings that I receive. Without question they are outstanding and from what I know, the results are just as outstanding. But—and it is a very big BUT—the majority of medical Direct Mail can be classed among the poorest pieces that the Direct Mail advertising business presents.

You can see that my position in this controversy is definitely neutral because I know that both types of advertising are necessary to a well-rounded program, but it annoys me to see as effective a medium as Direct Mail so definitely damned by a survey that does not consider all the facts and is, unfortunately, based on **only 238 interviews**.

Some of the remarks I have made in this letter lay me wide open to a great deal of criticism among my confreres, the advertising managers of pharmaceutical manufacturing companies, so if you use any of this letter, please make it anonymous. If you wish to, however, you may send a copy of this letter to Leonard Raymond. I don't mind him knowing where this blast came from.

Reporter's Note: We appreciate this letter and accept the request for anonymity. We don't want to stir up any fight between the media . . . but in this case Direct Mail needed the defense it seems to be getting from Leonard Raymond and others who know how to analyze a survey. By next month we hope to have ready another survey of surveys by mail. If any of our readers have made recent surveys by mail, let us have the story.

H.H.

BLESS THE LADIES DEPT.

Mrs. A: Why are you jealous of your husband's secretary?

Mrs. B: Because I used to be his secretary.

From It's Said and Done, h.m.
Dictaphone Corporation,
New York 17, N. Y.

THE REPORTER



1 How many variations of "Instructions to Postmaster" are authorized for printing on the face of an envelope to be mailed Third Class?

- A. 2 ☐
- B. 5 ☐
- C. 12 ☐
- D. — ☐



2 How many processed letters, each identical in processed content, must be in a mailing to earn the regular Third Class Postage Rate?

- A. One ☐
- B. 20 ☐
- C. 50 ☐
- D. 200 ☐



3 What type of envelope must have a return address printed on the face?

- A. Window envelope ☐
- B. Postage saver ☐
- C. Baronial ☐
- D. Booklet ☐

Are you Ready
for the
Question? . . .
I am!



"Questions like these used to bother me . . . but not any more. Every time I planned a mailing, or tackled a packaging problem, or organized a business system, I came face to face with *questions* that had to be answered correctly. I got a lot of help from the D.M.A.A., of course, but I spent hours pouring over P.L.&R., and over envelope catalogs, and talking with various people . . .

"But now, I turn to my U.S.E. Envelope Analyzer Kit. I can find the answers to literally hundreds of questions involving the use of postage and imprinting privileges, envelope types, sizes and material. The Kit is a real reference work — compact, authoritative and easy to use.

E-5C

UNITED STATES ENVELOPE COMPANY
SPRINGFIELD 2, MASSACHUSETTS

Answers: 1: C-12; 2: B-20; 3: A-Window Envelope.



"Why don't you send for a copy?..it's free!"

If interested, ask for a copy . . . on your letterhead, please. There will be no charge or obligation.

U.S.E. ENVELOPES

Your 3-Fold Business Partner



Mailings



Packaging



Systems

SIGNIFICANT ATTESTMENT

Dear Henry:

In reference to the University of Chicago report built around pharmaceutical advertising as discussed in "Hullabaloo About Research" in October Reporter, it is possible that Leonard Raymond hit the nail on the head when he asked, "Did it occur to Branch to ask firms using direct mail what their reasons were?"

A good starting point might be with some of the pharmaceutical companies notable for their Direct Mail. Eight of the DMAA 1945 Fifty Direct Mail Leaders were sponsored by drug firms, a rather significant and coincidental attestation to the employment of Direct Mail in the field under fire.

While our Advertising Division qualified for one of these awards for our Direct Mail campaign to Canadian doctors, we do not intend to confound the issue by offering "foreign" conclusions. The other seven, however, are U. S. winners and might readily afford information to help settle this question.

Yours sincerely,

Percy G. Cherry,
Ayerst, McKenna & Harrison Ltd.
McGill Bldg., Montreal, Canada

Reporter's Note: Leonard Raymond and all researchers take note. Also . . . we are glad to welcome back our old friend Percy Cherry among the corresponding reporters.

H.H.

ANOTHER VOICE RETURNED!

Dear Mr. Hoke:

You will have to look back into your 1939 files to find my last letter to you.

Because early 1940 my second War caught up on me, since when my staff have rowed the boat alone.

They were lucky enough a year or so ago to find a bookseller friend with a few dollars exchange, since when we have been getting *The Reporter* after a break of a year or so.

Now I find myself like the rest of us, five years older, five years poorer, but with my business still to build up from the scraps. I have got to learn a lot all over again, and also to train a young returned soldier to take my place later on.

One thing I think we should do is to join the D.M.A.A. Could we start on a limited period as dollar exchange is so hard to get?

(Continued on Page 15)

you can learn to watch for and to take advantage of, if you study some good book on layouts.

Layouts sometimes get too involved in appearance through *too much copy in display type*. They sometimes fail to seem pleasing because of *too little white space*—that is, because they use every available area for type or illustration, instead of leaving breathing spaces of unprinted paper.

Layouts are ineffective, many times, because of *too many units fighting for attention*.

Layouts are often too drab in appearance, *lacking sufficient contrast* between different units.

The *balance* of a layout is sometimes a curse and at other times a blessing. A perfectly symmetrical layout is static—less likely to catch interested attention. Yet one that is not symmetrical is not necessarily effective, unless it is well counter-balanced, or *asymmetrical*.

Nothing has been said about selection of type faces for use in the finished job. This subject has been purposely slighted because it is my opinion that until the designer has learned to make layouts effective in general form, balance, approach to the subject matter, and of simplicity of structure, it is futile to wile away hours of worry about actual selection of type faces.

At the beginning I would suggest that designation of type faces be left to the printer. You should learn first to "sketch in" the approximate weight of display lines needed, without specific naming of a type face. Then, as you begin to learn the characteristics of the different faces, you might venture to make suggestions on type faces. But remember, also, that printers cannot afford to have in their shops the myriad type faces available. Many faces are almost exact duplicates of letters already called by another name. In consequence, it is more reasonable to suggest the general effect you are seeking, and to cooperate with your printer in his selection of a type in harmony with the effect you want. Good printers will be able to provide a suitable selection of faces to meet any reasonable need.

As your skill in creating effective layouts develops you will find your knowledge of type faces is also broadening. In due season you will be able to make layouts so close to what it is possible to achieve in type, that you will naturally begin to designate type faces with full assurance that "it will work out".

The discussion of decoration and ornament has also been omitted until now, because in general there should be no such thing in sales printing. What appears to the reader to be decoration and ornament is often seen in direct advertising pieces. But it is my contention that, unless this matter serves to "set the stage" for the message, it has no place in the job. It should not be used as pure decoration.

For example, in a folder offering jewelry to buyers there is often need for accompanying decoration to create the mood of

If there is any way in which you could help me to get together Direct Mail educational material for the young man's homework, I would be grateful for suggestions. (Editor's note: See Harrie Bell's course.)

I have really enjoyed getting back to *The Reporter* again. Jim Mosely's column I thought was very good, and I was much impressed with the report of the U. S. Dept. of Agriculture's Direct Mail activities. Following your suggestion I will write to them as soon as we can get round to it, but at present we can only find time to do first things first. There were several other features I read with profit, and I am glad you will now be able to get down to definite Direct Mail education for your large, hungry family, after winding up your crusade against blackguards who took the opportunity of your nation's peril to try to upend her in their own lust for power.

Good luck to you and yours, Mr. Hoke, from us so far away.

Yours sincerely,

Robert McQuarrie,
Nathan's Building,
Grey St., Wellington, C.I.,
New Zealand.

Reporter's Note: It's good to have many old friends rejoining the Direct Mail ranks. During recent months we've been getting more and more letters from England, Australia, Sweden, France, Norway, etc. The world is getting back to work. Distance is no barrier . . . in this Direct Mail business. Letters keep us together. In fact, *this reporter* hears more frequently from long distance friends like George Fitz-Patrick in Australia than he does from folks around the corner. The right kind of letters between friends in all nations may help pave the way for the permanent peace we all desire so much.

H.H.

"I'm sorry," said the elevator girl. "Did I stop too quickly?"

"Oh, no," said the disgruntled passenger. "I always wear my pants down around my ankles!"

From The Willard Salesmaker, h.m.
Willard Storage Battery Co.,
Cleveland 1, Ohio.

THE REPORTER

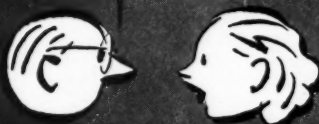
Wonder why anybody
ever uses stamps?



Wonder why anybody
ever uses stamps?



Wonder why anybody
ever uses stamps?



-when they can use
a postage meter!!

... which prints a stamp directly on the envelope, in any amount, for any kind of mail, when and as needed, in your own office... and seals the envelope flap at the same time! The Postage Meter is the successor to the adhesive stamp, the modern means of stamping and sealing business mail. Time and effort saving. The meter holds any amount of postage you want it to hold, absolutely safe, protected from loss or theft... and keeps its own records, accounts automatically for postage used... Provides postage on tape for packages or parcel post... Indispensable in thousands of offices—for more than twenty years.

Pitney-Bowes is making postage meters again... Models for every business, big or little... Call the nearest office—or write for a booklet that explains Metered Mailing.



PITNEY-BOWES Postage Meter



PITNEY-BOWES, INC., 1192 Pacific St., Stamford, Conn.
Originators of Metered Mail. Largest makers of postage meters
Offices in principal cities. IN CANADA: Canadian Postage Meters, Ltd.

ONE ADVERTISING MAN TO ANOTHER

By GEORGE KINTER

Dear Henry:

Are you remembering advertisers and their products in your prayers? Are you beseeching Divine Providence to keep your home stocked with Super Suds, Duz or whatever soap is keeping your undies sweet and clean? Are you thanking the Lord for those clean, comfortable Barbasol shaves? Are you thanking Him for your present "regularity" and asking Him to keep you mindful that "Natures" spelled backwards is "Serutan"? Are you asking the blessings of the Almighty to rest upon the 36 doctors who proved that two out of three women can have a lovelier complexion by using Palm Olive soap, and to comfort the third who does not respond to the treatment?

If you are not remembering advertised products in your prayers, you probably will be in the not too distant future, and if you find it a bit difficult to make up your own prayers, you can clip them from the advertising.

The Prudential Insurance Company has already set its copy writer to work and he has come across with this supplication, carrying a subtle plug for insurance:

"Bless this house, O Lord, we pray

Bless the people who live in it—with love and contentment and happiness of heart . . . with peace of mind and sturdy health.

Bless this house with other good things, too . . . with adequate material for living in dignity and joy. Bless it with provisions for the present, and with means for making the unknown future safe and secure."

While this prayer leaves a little to the Lord's imagination, it will probably be only a matter of time until the closing lines of the supplication will be revamped to—

"Bless it with a **Prudential** insurance policy that will make the unknown future safe and secure."

elegance and fine craftsmanship appropriate to consideration of jewelry. The same is true for many products. But in such cases this decoration is not used for purely decorative effect; it has a function to perform in helping to impress the reader, directing his thoughts into the proper channels for favorable reaction to your copy suggestions.

These, and many other matters that a layout designer must understand will be absorbed gradually as your study of the subject continues. Attendance at a study course on advertising layout is recommended. Also, good books on layout are available, covering the subject principally in regard to the rectangular areas of space-advertising for newspapers and periodicals. One who masters the feel for layout in single rectangles, and uses some native talent, will soon learn to apply his knowledge on the more complex layouts of direct advertising pieces. But the beginner who heeds the suggestions offered here will acquire a sound working knowledge of the purposes of a layout, and will be aware of the more common errors which he must avoid. He should be able to start out on the right road, and in the proper direction.

(To Be Continued Next Month)

I wouldn't be at all surprised to see advertisers in many lines go for this prayer angle. It has unlimited possibilities. Advertising has taught us many things . . . why shouldn't it teach us to pray?

* * * *

If you don't believe that advertising is going to the dogs, you haven't been reading Macy's advertising. Large space was used before Christmas to feature made-to-measure furs and clothes for dogs. Fur coats were offered at prices ranging from \$12.49 to \$246.00.

There is so much that one advertising man could say to another about this Macy appeal to Morons with money, but the opinions of advertising men would probably not give Macy's as much food for thought as this letter from Mrs. H. D. Seltzer to PM:

"There it is—the Postwar Dog—warmly and fondly clad in Mink! The Custom Made-to-Measure Service will whip up a coat of any fur from mouton to mink. . . . The poodle has been charmingly illustrated in his mink coat, holding a lorgnette in one paw. I feel that this advertisement should be reprinted by the thousands and

sent to our veterans in the many convalescent hospitals as a heartening symbol of the 'brave new world' for which they fought. Mrs. H. D. Seltzer, New York."

* * * *

The racketeers are growing a bit careless, Henry. The Los Angeles Better Business Bureau reports that a woman noticed a man open a post office box, tear open the letters it contained, remove money and checks and toss the letters in the waste basket. She salvaged them and turned them over to the Bureau. They were all orders for life stories and pictures of movie stars, addressed to Keith King Photo Letter Club, Box 224, Hollywood station. Should Mr. King read this he may be interested in knowing that the Bureau turned the orders over to the Post Office Inspectors.

* * * *

I notice that the Federal Trade Commission has issued a complaint against Edward A. Hoke (no relative of yours, I hope, Henry), charging him with disseminating false advertisements concerning a depilatory device he sells under the name of Lanzette.

I never heard of this Hoke or his depilatory device, but mention in the report that the complaint alleges that he does not fulfill his advertised guarantee of returning the purchase price of his device to dissatisfied customers set me wondering how many advertisers are ever called upon to fulfill silly guarantees. When I say "silly" I mean unreasonable and inane, such as the guarantee made by Eversharp. A guarantee forever is as void of intelligence as a frog is of hair. Forever is for the duration of eternity and if this old world is blown up by an atomic bomb and the survivors in a rocket ark start a new one, their seed could demand repairs for 35c on any Eversharp pens found among the ruins.

Then there are the silly guarantees that are just "silly," such as the one made in print and on the air by a Pittsburgh Brewer . . . "Every bottle guaranteed to please or your money back." I have often wondered what would happen if some gent stepped up to a bar, ordered a bottle of Iron City Beer, drank it, made a face and said: "I don't like that beer, give me my money back." I have long had an urge to do that but I've never found anything to give me sufficient courage to try it.

* * * *

"Hence" seems a very appropriate name for a magazine reported on by the Chicago Better Business Bureau. Chicago and other communities are being solicited to subscribe for this new "veteran's" publication at \$3.00 per year, to be issued some time in the future. Solicitors represent they are veterans and are using the old "sympathy" appeal to aid them in obtaining orders. The Chicago B.B.B. has discovered that "Hence" is not to be published by veterans but is merely an unborn brain child of one Solly J. Cargerman, who heads the newly incorporated Hence Associates and who admits that he has no status as a veteran or previous publishing experience. Hence it looks to me like another racket.

* * * *

Not being a woman, Henry, you probably haven't read the new thriller entitled "The Complete Guide to Bust Culture," a Harvest House book of the year, but your

THE REPORTER

lady friends may be interested in the information that the Federal Trade Commission read it and does not swallow some of the claims made in the advertising for it and has ordered its publisher to cease and desist from disseminating any advertisements or advertising material which represents that by following the directions in the book any significant change in the size, shape or physical conformation of women's breasts can be effected; that flat, sagging, or undeveloped breasts can be developed; a pendulous bust can

be rounded into high, shapely, or youthful loveliness; or that an unattractive bustline can be converted into well rounded, alluring contours. The order does not prohibit the respondent from representing that in those cases where the lack of attractiveness of the bustline is due to improper posture or the failure to wear a properly selected and fitted brassiere, the appearance of the bustline may be improved by following the directions in the book as to posture and the use of brassieres.

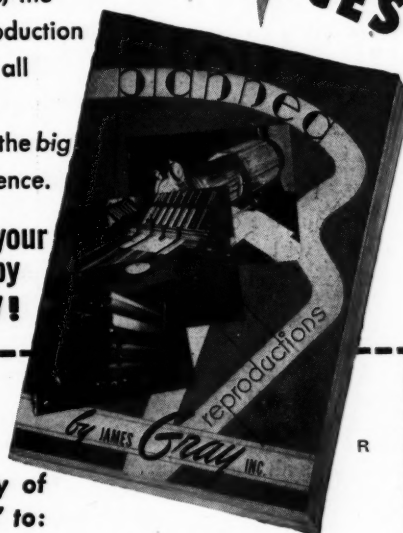
(Continued on Page 18)

This *New* booklet will help you to produce **BETTER PROMOTION PIECES**

PLANNED REPRODUCTIONS explains the offset process in detail, the various phases of lettercraft, letterpress, the preparation of material for production and includes valuable aids for all advertisers and their agencies. It's crammed with ideas...hence the big coupon below for your convenience.



Send for your
free copy
NOW!



**JAMES GRAY, INC.
216 EAST 45 ST.
NEW YORK 17, N. Y.**

**Please send a free copy of
"Planned Reproductions" to:**

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ **ZONE** _____ **STATE** _____

**Resultful
Direct Advertising**
Planned, Created and Produced

by

D. H. AHREND CO.

has won

1216

NATIONAL AWARDS

in the Last 3 Years

*Consultation Without Obligation
In N. Y. Metropolitan Area. Else-
where No Charge Will Be Made
For Consultation If Our Proposals
Are Accepted.*

D. H. AHREND CO.

325 to 333 E. 44th St.

New York 17, N. Y.

Murray Hill 4-3411

**MAKE YOUR MAILING
LIST "PAY ITS KEEP"!**

Register All Facts About It With

**MAIL ORDER LIST
HEADQUARTERS**

We'll find logical mail-
ers, outside of your field,
who will pay you each
time you address to it for
them.

The plan **PRODUCES
EXTRA PROFITS** for
many list owners. It can
for you!

Tell us all about your list
today!

Dept. R-12

MOSELY SELECTIVE LIST SERVICE

Mail Order Headquarters

38 NEWBURY STREET
BOSTON 16

"MOSELY sends the CHECKS"

But a book you should read, Henry, and one you should plug in your magazine, is "Rackets That Get Your Money," by George M. Husser, Manager, Kansas City Better Business Bureau. I do not know what it sells for, as Mr. Husser was kind enough to send me a complimentary copy, but I do know that it exposes rackets that might cost a lot of people (even smart guys like you and me) a lot more money than the price of the book whatever that might be.

Mr. Husser points out that before the war racketeers were filching from American pocketbooks at the rate of seven million dollars a day and that this is nothing compared with what the army of home front skin artists expect to take from returning servicemen and their families.

* * * *

Another bit of reading I would highly recommend is FRAUDS AND ANSWERS MAGAZINE, published at La Crescenta, Calif., by the Hanna Publications, a bi-monthly at \$2.00 for two years. I would not know about this publication had not a friend who works for a local news agency salvaged a copy out of the discards. Publications such as "FRAUDS AND ANSWERS" have a tough distribution problem because they expose the "legitimate" rackets—rackets operated by big names in American Industry.

**MORE ABOUT
SPECIAL and ANNUAL REPORTS**

Vs-Boxes—a report of the Weatherproof Solid Fibre Box Group, 735-11th Street, N.W., Washington 1, D.C. Horizontal style, 12"x9", 16 pages and covers. Tells a convincing story of fibre boxes in use during the war period, and now available for the first time to private industry. Red used on front cover only. The very fine photographs throughout the report show actual uses of the boxes in combat zones. A neat job.

We had to have Rubber—a report from The Rubber Manufacturers Association, 427 Shoreham Building, Washington, D. C. Size 6"x9", 64 pages and covers. Cover is deep purple, and highlighted with the heads of three servicemen. A pictorial booklet—large photographs, principally battle action pictures on

The Better Business Bureaus throughout the country are doing a pretty good job in exposing the rackets of the small fry gyps and the lone wolves that prey on individuals, but they are not licensed to hunt the really big game that seek their prey through reputable magazines and radio. There is a real need for a finger-pointing magazine such as "FRAUDS AND ANSWERS," but how such a magazine is to get effective distribution is a problem that will be hard to solve.

P.S.—Ed Mayer's report of Direct Mail Activities for November just landed, and while I haven't had time to give it a careful reading, I did note the trouble you had with the post office department over the Old Bushwah Distilleries "ad." The post office people were not the only ones who accepted the ad for the real thing. **Advertising Age** reprinted it and received a number of requests for "copies suitable for framing." If a check of the liquor stores was made, we might find that it prompted many requests for good Old Bushwah whiskey. I wouldn't be at all surprised if the ad goes down into history along with "The Penalty of Leadership," "Somewhere West of Laramie," and "The Kid in Upper 10" as one of advertising's "greats." As Ed Mayer says, "There is a moral in this story," but the nearest I can come to it is: "A little satire is a dangerous thing."

most of the pages, with just a short explanatory paragraph underneath. A complete, comprehensive record of the very important place of rubber during wartime. A beautiful booklet.

The Wealth of the Other Americas—issued by the Pan American World Airways, 135 East 42nd Street, New York 17, N. Y. Size 8½"x11", 36 pages and covers. John Huey Murdoch III is responsible for this very fine booklet. Pictorial maps in full colors on covers and throughout the booklet, and highlighted with small photographs. Each page devoted to a short history of the various countries, very well written and mighty easy to read. Deserves an extra special orchid... but then, all these air line services turn out consistently fine booklets and do a fine job of selling air travel.

POST OFFICE

by EDWARD N. MAYER, Jr.

We went a little haywire last month when we wrote that the Senate Committee on Post Office and Roads had reported out (favorably) a bill to decrease the local first class rate from 3c to 2c. Actually, they discussed a resolution and acted favorably upon it. Maybe that had something to do with the fact that the House of Representatives on Monday, December 17, passed H.R. 2647 providing for a restoration of the local first class rate. This bill now goes to the Senate Committee on Post Offices and Post Roads. We believe now that the bill will receive the approval of the Committee and the full Senate and that the new rate will become effective early in 1946.

By the way, the Senate Committee still hasn't set any dates for public hearings on the bill to increase catalogue and parcel post rates . . . but H.R. 4734, reducing the air mail rate from 8c to 5c, and H.R. 4735, providing for a new 3c air mail postal card, have been approved by the House Committee but have not as yet come up for consideration by the full House. This legislation has the approval of Postmaster General Hannegan and is being supported widely as a constructive measure for increasing the use of the Air Mail Service.

★ ★ ★

After all these years we have to admit that it isn't completely true that "The Mail Always Goes Through." Seems (at least according to a recent issue of the Postal Bulletin) that if you live on a rural route and the weather turns bad, you may have to make special and temporary arrangements if you want your mail. Here's what the Bulletin has to say about the subject:

Rural Delivery Service
Roads Impassable Through Snow

"It is not the practice of the Department to grant allowances to Rural carriers to cover increased maintenance

costs due to extra travel to serve patrons residing along roads which are rendered impassable by snow. If excessive detours are necessary in order to effect delivery of mail to such patrons, they should relocate their mail boxes temporarily, receive their mail through other patrons' boxes, or make some other arrangement for receiving their mail until the roads can be traveled. . . .

"At the approach of the winter season, postmasters should inform patrons that they are expected to see that roads are put in such condition after heavy snows that it will be possible for rural carriers to travel them. Patrons should be advised to take the matter up with the highway officials with a view to having arrangements made, wherever practicable, to keep roads open for travel.

"Postmasters should remind patrons that under the regulations (Sec. 1061, P. L. & R.) they are required to keep clear the approaches to their mail boxes by promptly removing obstructions, including snow, which render it difficult or impossible for the carrier to deliver mail to the boxes without alighting from his vehicle. They should be informed that unless the approaches are cleared within a reasonable time after heavy snowfalls, the delivery by the carrier may be withheld temporarily until the approaches have been cleared.

"Carriers are not required to perform service on foot when roads cannot be traveled with the conveyances ordinarily used by them, but, in accordance with the instructions in article 14, page 107 of the July, 1943, Official Postal Guide, they are ex-

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Paper is one of the most important tools of your printer. He is the best judge of its quality. Ask him about Rising. He's sure to say it has an edge on the average "good papers." Rising is tops in the field of technical papers, too. Rising Paper Company, Housatonic, Mass.

Ask your printer... he **KNOWS** paper!



Rising Papers

PRINTING AND TECHNICAL

WASTE PAPER IS STILL ESSENTIAL...KEEP SAVING IT!

New Profits for YOU

from addressing
thousands of
NEW CUSTOMERS
direct by MAIL

Substantial income from getting
NEW MAIL ORDER CUSTOMERS in large volume can be moving your way every month!

MASS DIRECT MAIL to OUTSIDE LISTS of MAIL CUSTOMERS of other Companies

will bring YOU thousands of New Customers a month or year. "MOSELY has the MASS MAIL MARKETS"—plus a broad and practical experience in consulting on selection of Lists for Mass Mail Order Coverage.

Write about your problem today to
Dept. R-12
MOSELY SELECTIVE LIST SERVICE

Mail Order  *Headquarters*

38 NEWBURY STREET
BOSTON 16

"MOSELY has the MASS MAIL MARKETS"

25,000 LEADING NEW ENGLAND EXECUTIVES . . .

14,000 Manufacturers

in the

DIRECTORY of NEW ENGLAND MANUFACTURERS

1946 edition now
available . . . \$25
per copy.

George D. Hall Company

30 Kilby Street
Boston 9, Massachusetts

pected to make every reasonable effort to serve as many of their patrons as possible."

Here's a note (from the Postal Bulletin, of course) that should be studied by mail order people who use Business Reply Envelopes. Probably would save these people a few dollars through the years if they rewrote the paragraphs and included them in the mailing instructions they give to their customers:

"BUSINESS REPLY ENVELOPES ATTACHED TO PARCELS

"It has come to attention that some persons are mailing parcels of fourth class matter with business-reply envelopes attached to the back. Although postage on such parcels is affixed to the address side, the letters attached to the back are not prepaid, and, consequently the parcels are liable to be delivered with the collection of any postage on the letters.

"There is no provision for the mailing of letters in business-reply envelopes attached to either side of parcels of fourth-class matter. On the contrary, when it is desired to attach a letter to a parcel of third or fourth-class matter, postage at the appropriate rate should be prepaid on both the letter and the parcel, and the letter should be attached to the address side and not to the back of the parcel."

★ ★ ★

Those same mail order people . . . and in fact any business concern that recommends the use of Postal Notes to its customers, might also do well to list some place in its literature the following things to watch for when a Postal Note is purchased. Seems like Postal Employees are still a bit careless in making out the Notes . . . and these are the six (6) errors most commonly made:

- 1—Stamp of issuing office omitted.
- 2—Stamp of issuing office illegible.
- 3—Postage stamps affixed to paying office coupon to represent cents value.
- 4—One adhesive postal note stamp placed on paying office coupon and the other on the body of the postal note.
- 5—Adhesive postal note stamps affixed for total value of more than 99c.
- 6—The affixing of, say, two 8c adhesive postal note stamps to represent 88c, instead of an 80c and an 8c stamp.

★ ★ ★

Just before we wish you all an extremely Prosperous, Happy and Successful New Year, we'd like to include this final item from the

Postal Bulletin. It ties in with the basic policy of the P.O. . . . that of giving the best possible service to every patron of the Service—

IMPROPER TREATMENT OF CERTAIN UNDELIVERABLE CATALOGS

"Some postmasters are not returning undeliverable catalogs promptly when they bear the sender's pledge 'Return Postage Guaranteed.' In other instances postmasters are not sending notices on Form 3547 promptly when the catalogs bear a request for notice on that form in case of removal or incorrect address.

It is important that notices on Form 3547 be sent promptly in such cases in order that the forwarding postage can be furnished and the catalogs forwarded in time to be of greatest value to all concerned.

Some postal employees do not write plainly when filling out Form 3547 or endorsing returned catalogs to show the reason for non-delivery. Sometimes they do not send Form 3547 at all, notwithstanding the catalogs are undeliverable and bear a request for notice on that form.

Carelessness with regard to the foregoing matters causes loss to mailers and needless correspondence in handling complaints arising from such negligence. Postmasters are requested to check from time to time the procedure at their offices in order to furnish better service to patrons."

□ **Annual Report to Champions**—issued by The Champion Paper and Fibre Company, Hamilton, Ohio. Size 7½"x10½", 32 pages and covers. Profusely illustrated with photographs, pictorial charts and cartoons. In addition to giving Champion employees a financial picture of the past year, it tells the story of American business. Shows growth of company, and postwar plans are discussed in detail. A beautiful printing job . . . and our congratulations to Frank Gerhart for turning it out.

□ **Annual Review**—of The National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y. Size 8½"x11", 50 pages and covers. Green used for color spots and chapter headings throughout the book. Tells a complete story of the activities of NBC in 1944, and is a report of "doings" rather than "dollars." Profusely illustrated and interestingly written. Gives comprehensive description of the vast ramifications of a broadcasting station. Deserves a special orchid.

Notes from a Mail Selling Scrapbook

By JAMES M. MOSELY

Most physical plant reconversion has been accomplished, in the opinion of Prof. Sumner H. Slichter, Harvard authority on postwar outlook. Saving is decreasing but the backlog of savings among the public has encouraged spending of current incomes for a record Christmas and a New Year which will bring solid sales opportunities, he believes.

The immediate problem, he states, is meeting demand and keeping prices from disorderly advance. He favors the principle of O.P.A. Wage increases averaging over all business perhaps 10 to 15% are on their way, he told a recent American Marketing Association meeting. From 1880 to 1930, the volume of product turned out per man hours has expanded greatly, but the amount of distribution service per man hour has remained constant. As distribution has grown, man hours have stayed in about the same proportion.

Public usually spends 89% of income after taxes, saves 11%, Dr. Slichter points out. Biggest contribution marketing men can make is to persuade public to raise its propensity to spend by 2 or 3% in periods of contraction to pump increased purchasing power.

In spite of strikes, Dr. Slichter expects a high level of buying during 1946 and for several years to come.

Most unusual mail order enterprise of the month: merchandising by mail of DINOSAUR TRACKS at \$7.75 to \$39 for door steps, garden walks, museums, fireplaces, rock gardens, by C. S. Nash of South Hadley (Mass.).

One of the largest and best lists is built each year almost "for free" by Simon & Schuster through the little card enclosed with its income

tax books to entitle the buyer without cost to receive supplementary reports, if any, of changes in the tax laws between time of purchase of the book and March 15, 1946.

There also is space to note the store, where the book was bought. The book buyer pays the postage.

Is there a difference between copy written to men and that beamed at the fair sex?

A famous mail seller, who requests the SCRAPBOOK to "please omit name and brickbats," after much testing of copy to both, has come to this conclusion:

"A piece of copy, to be successful to women, must appeal to a woman's emotion, never to her reason."

His opener to women:

"What would you give for the kind of vacation you have always wanted . . . for a wardrobe that answered every need . . . for the opportunity to meet old friends and make new ones . . . for dinners that delight the eye and palate?"

"And for memories that would linger on?"

Emotional? Sentimental? It brought back orders from the ladies. A more factual approach pulled good returns from mere males.

Few mass mail sellers bother to run separate tests to men and women to find out which copy clicks better with which, but perhaps they're overlooking a bet.

As a male who admits that he doesn't know "all the answers," I invite loyal SCRAPBOOKERS of both sexes to share their opinions and experience on this subject (which can have such an important bearing on mail campaigns).

If any bricks are hurled, please send them in the direction of our

Here is THE LIST ! for you in 1946

Luxury products, exclusive shops, financial and news services, book and magazine publishers, money-raising campaigns . . .

Again and again those people who use our list tell us they get BETTER RESULTS.

TEST IT NOW . . .

Carefully selected, kept accurate by daily attention,—effectiveness assured by advance scheduling.

25,000 Men and Women
—the Cream of New England's
Mail Responsive People

Your empty envelopes neatly addressed to men or women or both at \$12.50 per M and returned promptly. A test of 2,000 will convince you they are

**The ideal target for
your next mailing**

Order thru your Broker or direct

PUBLICITY SERVICE BUREAU, INC.

FOUNDED IN 1915

Needham Branch 92, Boston, Mass.

If It's "Saleable" Our Guaranteed, Accurate Lists Will Sell It

Executives, Industrial, Public Utilities, R.R., Manufacturers, etc.
High Salaried Women Executives.
1,000 to 10,000 wealthiest men, any city.
Wealthy Society Women or Widows.
Owners of Estates and Fine Homes.
Purchasing Agents, Comptrollers.
Radio and Movie Executives.

\$12.00 M

Church Societies, all denominations (for sale of merchandise).
Lawyers, Bankers, Physicians, etc.
Business and Professional Women.
Variety of key lists for sale of Stocks,
Bonds, high grade investments.
Wealthy Winter resort prospects.
Children of wealthy parents.

\$10.00 M

Pastors, all denominations.
City or Suburban men or women, wealthy or middle brackets.
Parents and Teachers.
Farmers, Rural Residents, all states.
Members F. and A.M., K. of C., I.O.O.F., K. of P., etc.
Golf, Country, Polo Club members.
Trade Lists, all classifications.
Members Women's and Garden Clubs.

\$9.00 M

Selective Catholic, Protestant or Jewish names.

\$8.00 to \$10.00 M

Lists cover any state, or all
Prompt Service—Complete Coverage
Accuracy Guarantee

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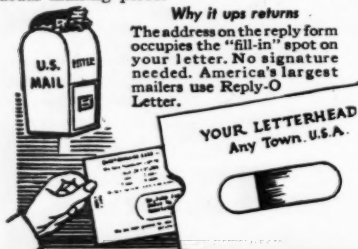
PHONE 8663

203 SPERRY BLDG., PORT HURON, MICH.

Another REPLY-O LETTER Success!

Bonwit Teller & Co., Philadelphia says:

"... the percentage of cards returned was definitely higher than when we used our usual mailing piece."



Why it ups returns
The address on the reply form occupies the "fill-in" spot on your letter. No signature needed. America's largest mailers use Reply-O Letter.

YOUR LETTERHEAD
Any Town, U.S.A.

Write for samples today

The REPLY-O PRODUCTS Co.
150 W. 22 St. N. Y. 11 • 215 N. Michigan Chicago 1

SELL BY MAIL

Let this successful mail order advertising agency show you how to sell your merchandise, books, courses, services, etc.

The ARTWIL CO., Advertising
24 West 48th Street • New York 19, N. Y.
MEdallion 3-0813

SELL BY MAIL! !

Get 50% MORE Answers

Write on your letterhead for Kit No. 7 containing FREE samples of 4 different types of tested mailing devices that have produced amazing results for many of America's largest mailers. Can be adapted to meet your individual needs!



TESTED SALES PRODUCERS

3 EAST 14th STREET
NEW YORK 3, N. Y.

ADDRESSOGRAPH SYSTEM

Keyboard graphotypes, addressing machines, new plates, frames, trays, etc.

Sacrifice

MODERN HANDCRAFT

Westport Station, Kansas City, Mo.

Bookkeeper: "I'll have to have a raise, sir. There are three companies after me."

Manager: "That so? What companies?"

Bookkeeper: "Light, telephone and water!"

From Indiana Telephone News, h.m.
Indiana Bell Telephone Company,
Indianapolis, Indiana.

unidentified correspondent (who hopes his wife doesn't read this department)!

Latest: Record of the Month Club.

It's old but it still is a sure-fire attention-getter:

A bill to a customer, who hasn't bought on credit, with a special note to call attention that he hasn't used his account lately.

The Texas Company, like most of the oil companies, was prompt to open charge accounts for customers again to the extent the law permits, and to do it by mail, recently sent out such a bill reminder (in red, of course):

**"NO . . . YOU DON'T OWE US
ONE RED CENT!"**

"But—perhaps you are now stopping at Texaco Dealers, enjoying their courteous service—and paying cash. If so, we thank you!"

"There are times, however, when your Texaco National Credit Card can be very convenient. At home or on the road, it is a letter of credit to Texaco Dealers—everywhere you drive".

Advancing the shipping date for sure deliveries was explained in gift packages by Harry & David, pears by mail order, Medford (Ore.) with this printed green slip:

"If this package should arrive a bit early—which we hope it does—we want you to know why. With the three 'R's' . . . redeployment, readjustment and reconversion in full swing, terminals are still jammed and we've been strongly advised by the Express officials to ship earlier this year.

"Then, too, we want this gift package to avoid, if possible, the last minute rush and pile-ups so that its perishable fruit may be received as nearly perfect and unblemished as it left our plant.

"And so we have advanced the shipping date, knowing that if deliveries are slowed down, due to unsettled conditions, you will still receive this package well before Christmas, rather than afterwards. We are sure you would want us to take this precaution."

Good card, ready to be sent to acknowledge the gift to the giver, is supplied by Harry & David.

You probably have heard, through Robert Collier and others, about the "most successful letter ever written"—with each of which an actual dollar bill was enclosed!

The original author was Walter Lamb Newton, P. O. Box 861, Hollywood 28 (Cal.), who now runs a successful specialty mail order business. Recently, he gave us all the "lowdown" as follows:

"Had I known what I now do about direct mail, I probably never would have had the courage to shoot for the results that we finally achieved with this letter. But 'way back then (1922), I was just getting my main baptism in mail advertising. I could not get used to the idea of the small percentages of return which I and everyone else I knew of ordinarily secured.

"I told myself that there ought to be some way to approach a hundred percent returns; the idea nagged at me for many months. One morning a kind Providence sent me some sort of an inspiration. I sat down and dictated the letter in a few minutes. Actually, hardly a punctuation mark was changed in the letter as it was finally mailed.

"To prove its effectiveness I first sent out only \$50.00 in fifty letters, but in almost no time at all discovered that I had accumulated several hundred dollars. With these facts before the organization for which the letter was designed, ten of us personally put up \$500.00 each to provide a revolving fund of \$5,000 letters per day.

"These letters were sent to the telephone subscribers of Los Angeles and vicinity unselected except for obvious duplications. Approximately 178,000 letters were so mailed from which we secured an ultimate return of 96% and the yield of in the neighborhood of a third of a million dollars.

"Incidentally, we had a very accurate control system on this mailing in both tabular and graphic form. We knew at all times how many of the original dollars had been returned and how many new ones had come in as a result of any specific day's mailing by the plotting of each of these on graphs representing each day's mailing.

"Using this system, we continued mailing in concentric circles out from Los Angeles until diminishing returns indicated that more extensive mailings would not be economic, since the letter was for the benefit of a local Los Angeles organization. Returns were received for as long as ten years after the mailing of this letter.

"At the time and for several years thereafter the letter was copied in various forms for all sorts of purposes, the results of which I have no way of knowing. I do know that, within the

last five years, two major attempts were made to use this basic idea with only a moderate degree of success. In my opinion the idea is not nearly so applicable to present public psychology as it was at the time I first used it."

For scrapbook factfinders, we will reproduce the original letter which was processed on the stationery of a Los Angeles ice and cold storage company.

Dear Mr.

"Here's a dollar! Yes, a REAL dollar—nice and clean and new.

"Keep it if you want to, after you've read this letter—but I don't believe you will, then.

"Here's what it's all about:

"I've made an investment—of a thousand dollars—in human nature—human kindness. I've mailed a thousand dollars—in a thousand letters to a thousand people picked at random. I have done this because I believe that everyone is really kind, way down inside—that no one is **really** heartless—and that the only reason why folks do not help where help is needed is just because these needs are not **impressed** upon them hard enough.

"And that's the mission of each of my thousand dollars—to impress the importance of a need. This thousand dollars is my subscription to the Orthopaedic Hospital-School for crippled children—and I'm investing in the belief that **every one** will come back in the stamped return envelope I am enclosing—and that each dollar will bring back several more—at least another—with it. So our subscription—which I'm starting in this way—will be at least two thousand—maybe five—for there's going to be a lot of you sending a five or a ten—or more—when you mail my dollar back.

"Remember—both my dollar and your dollars go to help crippled children.

"Will **every one** come back?

"Will every one bring something more?

"Are people really kind—or **really** heartless?

"Have I made a good investment?

"What is **YOUR** answer?"

Can any *Reporter* reader top this "dream letter" for results?

HOUSE ORGANS

START ADVERTISING with news photo, Life Magazine style house organ. Wins instant attention. Your ad on front page. 500 only \$30.00; 1M, \$45.00. Free copy help. Get samples. Crier Adv. (Dept. B), 1840 E. 87th St., Cleveland 6, Ohio.

LETTERHEADS

EVERY EXECUTIVE SHOULD READ "Letterhead Design and Manufacture," by Fred Scheff, 225 pp., 8½ x 11, 125 illustrations. "EXCELLENT" Printers' Ink. Mail \$5.00 to Fredericks Co., 68 Nassau St., New York 7, N.Y. Money refund guarantee.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

POSITION WANTED

4-YEAR VET, age 31, seeks direct mail position. Seven years' experience as copywriter-idea man, sales manager of large direct mail agency, circulation manager of national publication, and head of own mail agency. Exceptionally fine references both as to ability and character. Minimum salary \$7500. Box 123, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

PUZZLE DEPARTMENT

Make a sentence out of the following:

stand	take	to	taking
I	you	throw	my

From It's Said and Done, h.m. of the Dictaphone Corporation, New York 17, N. Y.

CLASSIFIED ADS

AVAILABLE

ARTIST desires additional free lance artwork accounts. Handles lettering, cartoons, design, layouts, ideas, etc. Write for free folder. Allan K. Jensen, Audubon 5, Iowa.

DIRECT MAIL COUNSEL

PROFESSIONAL SERVICES available to mail advertisers in New York. Plans developed, lists secured, and literature prepared to yield low cost inquiries or mail order sales. Monthly fee and bonus. Highest references. Box 122, *The Reporter*, 17 E. 42nd St., New York 17.

HELP WANTED

LONG ESTABLISHED Growing Mail Agency has openings for several men to train for its executive staff. Can draw \$40.00 to start and participate in liberal bonus. Must be willing to get hands dirty and run errands, or anything else on occasion. Any experience on office machines, advertising, publishing, accounting, or sales may be helpful. Apply in own handwriting, please. Box No. 121, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

EQUIPMENT

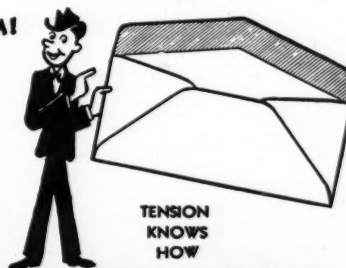
MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

Answer to Puzzle

overthrow my undertaking
I undertake to

**HEY!
LOOK AT THAT STICK-EM!**

Tension's BANKERS FLAP ENVELOPES carry bulky mail safely. Popular sizes carried in stock, in strong brown Kraft paper. The wide flap is gummed to seal from end to end and to stay SEALED.



TENSION ENVELOPE CORP.

New York 14, N. Y.
345 Hudson St.

St. Louis 3, Mo.*
23rd & Locust

Minneapolis 15, Minn.*
500 South 5th St.

Des Moines 14, Iowa*
1912 Grand Ave.

Kansas City 8, Mo.*
19th & Campbell Sts.

*Originally Berkowitz Envelope Co.

SO...UP GO YOUR SLEEVES!



You begin by taking on a job you know is no cinch—producing top-quality paper these days. In spite of shortages and reconversion upsets, you have high standards to meet. You know everyone expects something extra special from the world's largest maker of papers.

So up go your sleeves. You call on every extra ounce of your paper-making skill. Your war-tried experience goes to work overtime. And—what results you get!

Take INTERNATIONAL OFFSET, for instance. When ready, it goes to the field. Back come the

reports: "It's tops for appearance and all-around adaptability." "Couldn't ask for a finer paper this year—or any year." "A knockout—when can we get more?"

Yes, INTERNATIONAL OFFSET is a best seller—not enough to go around right now. But there will be... along with other International Papers which stand out on any basis of comparison. International Paper Company, 220 East 42nd Street, New York 17, N. Y.

**INTERNATIONAL
PAPERS**

*for Printing
and Converting*



